



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Waterfront Strategies  
1010 Wisconsin Ave  
Washington, DC 20007

Schedule Dates 10/09/12-10/24/12  
Advertiser Service Employees International Union (SEIU) (27)  
Agency Waterfront Strategies (7591)  
Product POLITICAL ISSUE (ns) (1187)  
Brand SEIU 10/09 (463345)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name BASSETT, LAURA  
Phone/Fax /  
CPE 112/119/1434  
Account Types National/Political Issue Agency 8RD  
Billing Type Weekly/Irregular  
Comments SEIU 10/09  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Last Modified  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06243817  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,317.50  
Net Total \$13,132.50  
Sales Tax

BY BROADCASTER  
Oct. 2012 36 \$15,450.00  
Grand Total: 36 \$15,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	12P-12:30P (EST)	1	X	X	X	X	X			2	\$375.00	\$750.00	West Palm Beach (WPEC)		7/23/12
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/12/12	3	:30	5P-5:30P (EST)	2	X	X	X	X	X			2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/23/12
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/16/12-10/19/12	3	:30	5P-5:30P (EST)	1	X	X	X	X	X			1	\$500.00	\$500.00	West Palm Beach (WPEC)		7/23/12
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	5:30P-6P (EST)	2	X	X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		7/23/12
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/12/12	2	:30	6P-6:30P (EST)	2	X	X	X	X	X			2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		7/23/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/16/12-10/19/12	2	:30	6P-6:30P (EST)	1	X	X	X	X	X			1	\$900.00	\$900.00	West Palm Beach (WPEC)		7/23/12
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	6A-7A (EST)	1	X	X	X	X	X			2	\$400.00	\$800.00	West Palm Beach (WPEC)		7/23/12
Est 8.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	6:30P-7P (EST)	1	X	X	X	X	X			2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/23/12
Est 9.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	7P-7:30P (EST)	1	X	X	X	X	X			2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/23/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Accepted-Station:	Date:	Comments:



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Est 10.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/15/12	3	:30	7A- 9A (EST)	1	X	X	X	X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		7/23/12
Est 11.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	9A- 10A (EST)	1	X	X	X	X	X			2	\$225.00	\$450.00	West Palm Beach (WPEC)		7/23/12
Est 12.0	Unapproved (NewL) on credit hold / SPOT	10/13/12-10/20/12	4	:30	5A- 6A (EST)							1		2	\$50.00	\$100.00	West Palm Beach (WPEC)		7/23/12
Est 13.0	Unapproved (NewL) on credit hold / SPOT	10/13/12-10/13/12	2	:30	6P- 6:30P (EST)							1		1	\$500.00	\$500.00	West Palm Beach (WPEC)		7/23/12
Est 14.0	Unapproved (NewL) on credit hold / SPOT	10/13/12-10/20/12	4	:30	6A- 7A (EST)							1		2	\$125.00	\$250.00	West Palm Beach (WPEC)		7/23/12
Est 15.0	Unapproved (NewL) on credit hold / SPOT	10/13/12-10/20/12	4	:30	7A- 9A (EST)							1		2	\$150.00	\$300.00	West Palm Beach (WPEC)		7/23/12
Est 16.0	Unapproved (NewL) on credit hold / SPOT	10/21/12-10/21/12	2	:30	6:30P- 7P (EST)							1		1	\$500.00	\$500.00	West Palm Beach (WPEC)		7/23/12
Est 17.0	Unapproved (NewL) on credit hold / SPOT	10/14/12-10/21/12	3	:30	7A- 8A (EST)							1		2	\$150.00	\$300.00	West Palm Beach (WPEC)		7/23/12
Est 18.0	Unapproved (NewL) on credit hold / SPOT	10/14/12-10/21/12	3	:30	8A- 9A (EST)							1		2	\$200.00	\$400.00	West Palm Beach (WPEC)		7/23/12

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Est 19.0	Unapproved (New) on credit hold / SPOT	10/09/12-10/19/12	3	:30	11P-11:35P (EST)	1	X	X	X	X	X	X	X	2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		7/23/12
CONFIRMATION CONTRACT																			
Accepted Agency/Advertiser										Date:									
Accepted Station										Comments:									

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Laura Bassett  
do hereby request station time concerning the following issue:

Service Employees International Union

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p style="font-size: 2em; margin: 0;">AS ORDERED</p> <p style="margin: 10px 0;">WPEC #1342266</p>					

**Total Charges:**     \$15,450<sup>00</sup>

This broadcast time will be used by: SEIU

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Service Employees International Union  
 1800 Massachusetts Ave NW  
 Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; 
 ☐ a committee; 
 ☐ an association; 
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Heather Stone Deputy Political Director

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/17/2012      [Signature]      (202) 350-5782  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
[Signature]      Lillie K. Roberts      10/10/12  
 Signature                      Printed Name                      Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Service Employees Int Union PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Laura Bassett  
Candidate Manager Agency Committee (circle one)

ADDRESS: Waterfront Strategies  
1010 Wisconsin Ave.  
Washington, DC 20007

PHONE: 202-338-8700 FAX: 202-338-2334

EMAIL: \_\_\_\_\_

Information Requested: Rates & Airtime

Final Disposition: Order placed \$15,450<sup>00</sup>

If Committee, list officers and position: SEIU

1800 Massachusetts Ave, NW  
Washington DC 20036

TAKEN BY: Cheryl Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T Rep WASH.